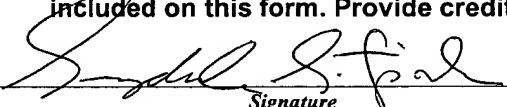
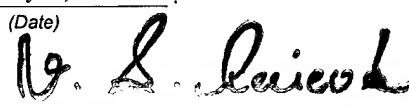
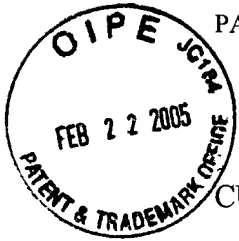


AMENDMENT TRANSMITTAL LETTER (Small Entity)				Docket No. 00-006	
Applicant(s): JAY S. WALKER et al.					
Application No. 09/540,214	Filing Date March 31, 2000	Examiner ARTHUR D. DURAN	Customer No. 22927	Group Art Unit 3622	Confirmation No. 9740
Invention: METHOD AND APPARATUS FOR CONDUCTING A TRANSACTION BASED ON BRAND INDIFFERENCE					
COMMISSIONER FOR PATENTS:					
Transmitted herewith is an amendment in the above-identified application.					
<input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27					
The fee has been calculated and is transmitted as shown below.					
CLAIMS AS AMENDED					
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	88 -	96 =	0	x \$25.00	\$0.00
INDEP. CLAIMS	52 -	53 =	0	x \$100.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0271 <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.					
 Signature			Dated: February 17, 2005		
Magdalena M. Fincham Attorney for Applicants PTO Registration No. 46,085 Walker Digital, LLC 203.461.7041/phone 203.461.7300/fax Mfincham@walkerdigital.com			<div style="border: 1px solid black; padding: 5px;"> I certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on February 17, 2005 (Date)  Signature of Person Mailing Correspondence Veronika S. Leliever Typed or Printed Name of Person Mailing Correspondence </div>		
CC:					



PATENT

Application Serial No. 09/540,214
Attorney Docket No. 00-006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

CUSTOMER NO. 22927

Applicants: Walker et al.
Application No.: 09/540,214
Filed: March 31, 2000
Title: METHOD AND APPARATUS FOR CONDUCTING A
TRANSACTIONBASED ON BRAND INDIFFERENCE

Attorney Docket No. 00-006

Group Art Unit: 3622
Examiner: Duran, Arthur D.

**AMENDMENT AND RESPONSE
to the Final Office Action mailed November 17, 2004**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Office Action mailed November 17, 2004, please enter the following amendments and consider the following remarks.